

Community College Awareness Initiative (CCAI)

Overview for the Interim Higher Education Committee * July 8, 2010

Development and Implementation Timeline								
Summer & Fall 2008	May 2009	Summer 2009	Fall 2009	January/ February 2010	Mid-February 2010	February 23, 2010	Through June 2011	Fall 2011
Proposal Development	Legislative Funding Approved	Strategic Plan Development/ Project Research	Marketing Plan Development	Approval of Agency Creative Concepts	Mass Media Campaign Launch	Campaign Launch News Conference	Media Campaign Flights/Public Relations Activities/ Social Media Ads	Post-Campaign Survey

Legislative Funding Approved: \$800,000 in funding was approved by the 2009 Legislative Assembly and incorporated into SB 2003 as base funding. A budget was prepared by the ad agency and approved by the community college Public Affairs Council members. \$424,231 has been spent on campaign activities from July 1, 2009, through May 30, 2010. All budget items are on track with the initial planning.

Marketing Plan Development: Based on results of the research, PAC members and the agency developed the overall campaign plan, taking into consideration the best tools for communicating with specific target audiences. PAC members and the agency regularly discuss marketing strategies to make the best investment over the biennium.

Approval of Agency Creative Concepts: The North Dakota Community College logo, landing page, TV, print, radio and social media ads were approved in January and February 2010. The PAC members and college presidents were involved in the concept approval process, and PAC members provided final approval on all materials prior to the launch.

Campaign Launch News Conference: A news conference was used to kick-off the campaign. The TV and print ads were featured as well as a new website landing page directing viewers to the five community colleges. The news conference coverage is summarized in an attached document.

Media Campaign Flights: Two statewide media campaign flights took place Feb. 22, 2010, through March 14, 2010, and April 5 through April 19, 2010. The campaigns include statewide broadcast and cable TV schedules as well as radio spots, newspaper ads and facebook ads. This budget includes two additional media flights: Nov. 8, 2010, through Dec. 5, 2010, and Feb. 7, 2011, through March 6, 2011. The results of the media flights have been measured by the number of hits to the landing page and a post-campaign media audit. Social media marketing through facebook ads was very successful as measured by the "click-through" access to campus websites from North Dakota high school students and their parents. Facebook advertising is connected to geographic and demographic information provided in the profile information of facebook users.

Campaign Tracking: The Community College Awareness Initiative uses the following trackable URLs:

TV ads: www.ndcommunitycolleges.com

Radio ads: www.ndcommunitycolleges.net

Print ads: www.ndcommunitycolleges.info

Facebook ads: www.ndcommunitycolleges.org

All URLs point to a landing page, which links directly to the five community college websites: the North Dakota University System website; RUreadynd.com, a Student Loans of North Dakota career planning tool; and the community college academic program matrix.

The performance of each medium can be measured by using the trackable URLs. This tracking includes where visitors come from as well as where they go when they leave the landing page.

Inbound Landing Page Activity: Feb. 22, 2010, through June 30, 2010

Number of landing page visits generated by each medium:

- TV: 1966
- Radio: 258
- Print: 638
- Facebook: 3,410
- **Total: 6,272**

Inbound Landing Page Activity: Feb. 22, 2010, through June 30, 2010

Number of website visits generated through the landing page:

- BSC: 674
- DCB: 570
- LRSC : 403
- NDSCS: 512
- WSC: 350
- NDUS: 318
- *RUREADYND*: 315
- **Total – 3,142**

Research: By containing the cost of research, more CCAI funding can be used to reach target audiences. As a result, the agency recommended conducting one survey per biennium, and the campaign timeline includes a post-campaign survey in the fall of 2011. Although it would be ideal to have quantitative research results prior to January

2011, to do so would limit direct campaign efforts to change statewide perceptions of community colleges. Given that this campaign provides the first opportunity to address this issue in the state, it is anticipated that a longer timeline will be needed to affect real changes in perception. Waiting to conduct additional research until 2011 will allow for the marketing efforts to make a more significant impact.

Initiative Purpose: As outlined in the 2008 Community College Awareness Initiative Request for Proposal, the main purpose of the initiative is to “ build awareness and enhance the image of North Dakota University System community colleges; this will benefit residents of North Dakota, all North Dakota University System institutions and the state economy.”

Increasing awareness and improving perceptions is a necessary first step toward increasing enrollment. Accordingly, increasing enrollment was not included as a goal for fall 2010.

The campaign’s success will be measured by comparing the September 2009 benchmark study to the 2011 research results. Responses from the four target audiences (students, parents, counselors and the general public) will be compared using the same criteria:

- Top of mind awareness
- Overall view of community colleges
- Convincing someone to enroll at a community college
- Perception of community college and
- Post-secondary plans

Going Forward: In addition to the media campaign, this initiative includes direct mailing of a brochure to junior and senior high school students statewide and distributing the brochure at appropriate conferences, such as the *Career Opportunities in North Dakota’s Energy Industry* conference in Bismarck Aug. 10 and 11, 2010. The brochures also will be mailed to North Dakota school counselors and career advisors and to schools where the media campaign has overlapped in Minnesota, South Dakota and Montana. Public relations and social media activities will continue; opportunities to partner with key state entities, such as the Department of Career and Technical Education and the Department of Commerce, will be considered.

The community college presidents, PAC members and numerous campus personnel have contributed to the planning process and will continue to be called upon as their expertise is needed.



NDUS CCAI News Coverage
Updated July 6, 2010

KFYR-TV Bismarck - 7/1/2010

New Regulations Make College Loans More Affordable

By Amanda Tetlak

http://www.kfyrtv.com/News_Stories.asp?news=41213

The Hill - 6/28/2010

New study highlights state solutions to nurse shortage

By Julian Pecquet

<http://thehill.com/blogs/healthwatch/state-issues/105777-new-study-highlights-state-solutions-to-nurse-shortage>

WDAY-TV - 5/17/2010

Counselors: More students are choosing to further their education

http://www.wday.com/event/article/id/33681/publisher_ID/29/

Williston Herald - 3/13/2010

Filling area needs: North Dakota ad campaign emphasizes the importance of state's community colleges

By Alta Mayhugh

<http://www.willistonherald.com/articles/2010/03/13/news/doc4b9c2b3a62eb9469163619.txt>

Coverage following Feb. 23, 2010 News Conference:

Print/Online News:

- Associated Press (from Bismarck Tribune story)
 - KXnet.com
 - Newsday: <http://www.newsday.com/news/nation/nd-officials-launch-community-college-campaign-1.1777090>
 - Jamestown Sun: http://www.jamestownsun.com/event/article/id/105595/publisher_id/10/
 - Devils Lake Journal:
- Bismarck Tribune:
 - http://bismarcktribune.com/news/local/article_d78ecdbc-20b8-11df-a2a0-001cc4c03286.html
- Wahpeton Daily News - 2/25 story from interview with Dr. Richman
 - <http://www.wahpetondailynews.com/articles/2010/02/25/news/doc4b86e7b1855d7029856276.txt>
- Community College News:
 - NDSCS: Main page and news: <http://www.ndscs.edu/>
 - NDUS News: <http://www.ndus.edu/news/>
 - Lake Region Community College: <http://www.lrsc.edu/news/detail.asp?newsID=166>

TV:

- KFYR-TV: (1:30 p.m. posted + evening news)
http://www.kfyrtv.com/News_Stories.asp?news=37995
- KXnet.com/KXMB-TV Bismarck
- WDAY.com (AP story) <http://www.wday.com/event/article/id/30317/group/home/>

Radio:

- Dr. Richman on Joel Heitkamp on KFGO-AM (podcast posted by 2/24 afternoon)
- KFGO-AM News coverage 2/24 morning news
- ND Public Radio:
<http://www.publicbroadcasting.net/ndpr/news.newsmain/article/1/0/1616016/Prairie.Regio.n.News/University.system.to.promote.community.colleges>
- Devils's Lake: KZZY 103.5 FM

Full Stories (where available)

Odney will be providing the TV coverage of KFYR and KXMB's stories to NDUS electronically within the next week.

KFYR-TV -initial story at 1:30 p.m.:

http://www.kfyrtv.com/News_Stories.asp?news=37995

Amanda Tetlak
2/23/2010

When people think about a higher education these days, they probably think in terms of a four-year university. But North Dakota's University System says our state's community colleges are just as important, and they want to bring more attention to them.

The university system announced a new community college awareness campaign today. The Legislature appropriated \$800,000 that will be used in marketing efforts to showcase options available at community colleges. The chancellor of the North Dakota University System, Bill Goetz, says community colleges are a good jumping off point for students looking to get a higher education. He says more awareness will also strengthen our four-year schools.

"If we could do a good job of invocation, if you will, to our students and the general public into the community setting, we are also going to see a benefit for our baccalaureate research universities as well," said Goetz.

Bismarck's Odney Advertising is spear-heading the marketing campaign.

KFYR-TV - full story:

http://www.kfyrtv.com/News_Stories.asp?news=37998

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Bismarck Tribune online 3 p.m.:

http://bismarcktribune.com/news/local/article_d78ecdbc-20b8-11df-a2a0-001cc4c03286.html

Sara.Kincaid@bismarcktribune.com

Posted: Tuesday, February 23, 2010 2:19 pm

A marketing effort is under way to raise awareness about North Dakota community colleges.

Representatives of the North Dakota University System and the state's five community colleges were at Bismarck State College Tuesday to talk about the new campaign.

"It is critically important to give recognition to community colleges for the tremendous work that is taking place," said NDUS Chancellor Bill Goetz.

The community colleges offer certificate and two-year programs, as well as a liberal arts education that would help a student transfer to a four-year institution to complete a bachelor's degree.

In the last legislative session, the NDUS was given \$800,000 toward promoting the state's community colleges. The community colleges in the state are BSC, Dakota College at Bottineau, Lake Region State College, North Dakota State College of Science and Williston State College.

Odney Advertising helped develop the concept for the advertising campaign. The advertisements are geared toward traditional college-age students and will eventually transition to other student groups served by the community colleges.

"It's the first effort where the five community colleges have come together hand-in-hand to work as a unified force," said NDSCS President John Richmond.

The community colleges all had record spring enrollment. The reasons can vary from region to region in the state, Richmond said, but usually when unemployment rises, enrollment rises in community colleges.

Community college leaders want students and parents to see their institutions as an affordable option for secondary education, as well as a pathway to well paying jobs.

Goetz and Richmond are both community college graduates, and Dave Farnsworth with Great River Energy also is a community college graduate.

"Often times, students that go into two-year colleges get well prepared and go in to a four-year program with a lot more momentum," Farnsworth said.

He took pre-engineering at BSC, and then transferred to NDSU to complete his bachelor's degree. Eight of the top 10 students in his NDSU engineering class had attended BSC with him, he said.

The advertising campaign also directs people to a new Web site, www.ndcommunitycolleges.com, which provides information about the community colleges. Advertisements are already airing on television and radio.

KXNet.com (KXMB-Bismarck):

<http://www.kxnet.com/custom404.asp?404>; <http://www.kxnet.com/News/Local/526417.asp>

Feb 23 2010 7:08 PM

KXMBTV Bismarck

It costs less money to go there... and takes less time to graduate.

But the popularity of community colleges is on the rise.

Reporter Amber Schatz shows us why some students say "less is more".

(Kara Haff/Dakota College At Bottineau graduated in 2003 Recreation Specialist for Mandan Parks and Rec As soon as you walked on campus, you must be Kara, yah I am! It was just so personable and your class sizes, in parks and rec, 6, 7 of us." She graduated with a class of 35 from Center High School... And after one year at Dickinson State... Kara Haff says for her, a community college was a better fit

(Kara Haff) "When we were talking about different facilities things like how to build a boat ramp, we would actually drive up to Metigoshe state park, and look at their boat ramps, figure out the grades, things like that, I don't think you'd be doing that in larger class sizes." Many students agree

All five community colleges in North Dakota have had record-breaking spring enrollment numbers... for a number of reasons

(North Dakota University System Chancellor Bill Goetz) 15:05 "Energy is an example here at Bismarck state, health science programs at some of the other institutions, the leadership in those community colleges is playing a big part in this as well." Another reason... the affordability

(Goetz) "The economy certainly does play a part in individuals going back to school, who may be looking at a change in their job opportunities." (Haff) "I talk to friends now and they say how they got so much to pay yet in student loans, and I think really I only had like 800 dollars left then I'm done, completely done." education leaders are raising awareness on campuses like this one... as part of the state legislature-funded "Community College Awareness Initiative"

Chancellor Goetz himself says graduating from BSC allowed him to eventually further his education

"It was a small campus, I felt comfortable with that growing up in a small town, growing up on a farm and also at that time being closer to home, that was important." Whether it's the right time, or setting for more students It's true that enrollment increases here have been dramatic

"If I could get a four year degree from Bottineau, I would go back, I loved it that much." Amber Schatz, KX news.

Haff says she still plans to get a bachelor's degree either in business or sports and leisure.

You can learn more at ndcommunitycolleges.com

Associated Press (from Bismarck Tribune story) on KXnet.com:

BISMARCK, N.D. (AP) A marketing effort is under way to raise awareness about community colleges in North Dakota. Community college leaders want students and parents to see their institutions as an affordable option for secondary education. The colleges offer classes that help a student transfer to a four-year school to complete a bachelor's degree.

Jamestown Sun (AP story):

http://www.jamestownsun.com/event/article/id/105595/publisher_id/10/

A marketing effort is under way to raise awareness about North Dakota's community colleges.

Representatives of the North Dakota University System and the state's five community colleges gathered at Bismarck State College on Tuesday to discuss the new campaign. It's geared toward college-age students but aims to reach out as well to other groups served by community colleges.

Community college leaders want students and parents to see their institutions as an affordable option for secondary education and pathway to well-paying jobs.

Community colleges offer certificate and two-year programs. They also offer classes that would help a student transfer to a four-year institution to complete a bachelor's degree.

Benefits of the Community College Awareness Initiative:

In the Words of the Community College CEOs

July 8, 2010

The Community College Awareness Initiative is a positive avenue to showcase the missions of North Dakota's two-year colleges and expose citizens to educational programs and training offered at our institutions that lead to great careers in North Dakota. The missions of the two-year colleges and the education/training these institutions provide are vital to keeping a well-trained workforce in North Dakota.

I have received many positive comments regarding the awareness campaign. It's been stated that a campaign such as this was needed. Citizens must be made aware of the strides community colleges are making, services they provide and impact they can make on an individual's life. Making people aware of these facts and the missions of the community colleges will help enhance the community college image in North Dakota. Continued funding of this initiative will give us the opportunity to reinforce the message so that it stays in the mind of the citizens for a long time. A continuous campaign will also present an opportunity to measure the impact of the Community College Awareness Initiative.

President Mike Bower, Lake Region State College

The Community College Awareness Initiative is extremely important to the North Dakota community college system. Dakota College at Bottineau has begun to recognize the benefits of the initiative by experiencing an increase in interest about our college and the two-year degree programs we offer. This increase in awareness about Dakota College at Bottineau and the benefits of a two-year degree do not happen overnight. The Community College Awareness Initiative needs continued funding in the next legislative session if the goals of the initiative are to be met.

Executive Dean Ken Grosz, Dakota College at Bottineau

Williston State College is very appreciative of the financial support for the CCAI. We are very excited and understand the importance of this initiative in promoting the two-year college mission.

President Ray Nadolny, Williston State College

Two-year colleges play a vital role in training a highly-skilled workforce for business and industry in North Dakota. Earlier this year, the North Dakota University System launched a state-funded community college awareness initiative. The campaign continues to gain momentum with the goal of helping the state's two-year colleges attract more students into well-paying career fields that are in high demand in North Dakota. I urge you to continue the funding for this campaign so it is not abandoned before it has reached its full potential.

President John Richman, North Dakota State College of Science

The state of the economy and the nature of our technological future mean that individuals will have to sharpen their intellectual or dynamic skills to be competitive in today's labor market, whether they are transferring for a four-year degree or going directly into an occupation. This initiative will ensure that North Dakotans are aware that community colleges are the places to do just that. Funding to continue this initiative in the next biennium is essential to keep spreading the word about the great value of community colleges. It's also essential to help students match their education plans with our state's workforce needs."

President Larry C. Skogen, Bismarck State College